

SIX QUESTIONS

SBC economic development boss seizes California opportunity

Michael Rappaport, Business editor
Inland Valley Daily Bulletin

Brian McGowan knows the Inland Empire.

Not only is he the administrator for the Economic Development Agency of San Bernardino County, he put in five years before that as economic development manager for the city of Ontario and six years prior to that as economic development coordinator for the city of Palm Springs.

He created a foreign trade zone for Palm Springs, has led two trade missions to China and has helped three different cities in Bulgaria create economic development programs and projects.

In addition to his work trying to attract national and international attention to one of the largest and fastest-growing counties in the country, he is finding time to work toward a doctorate in American politics and policy at Claremont Graduate University.

McGowan sat down this week for Six Questions with Daily Bulletin business editor Michael Rappaport.

Q. What was the genesis of "Opportunity, California?"

A. When you look at the entire state of California, there is really no other place that matches San Bernardino County's potential for growth. In the hands of smart people, potential translates directly into opportunity.

The point was to capture all of this within the marketing campaign. Opportunity, California is a big picture message which we can tailor to very specific audiences.

We can design our market strategy to pinpoint specific niches, whether we're talking office, retail, film, tourism, international trade or logistics. The Opportunity, California campaign is very flexible and very diverse.

Q. What sort of feedback have you received from your involvement in the project through sports venues?

A. We've received national and international attention. The feedback has been extremely positive. More than 5.6 million homes tuned into the NASCAR race. The Opportunity, California FanZone was featured in radio broadcasts in nearly 500 markets.

Meanwhile, 102,000 people were immersed in our message at the track. It has been an absolute slam dunk.

Our goal was to take a very innovative approach to marketing and economic development, and I believe we hit the mark. So far, we have been unable to find any other economic development organization that has used these venues to market itself.

It's a powerful marketing tool that corporate America has used successfully for years.

Q. What are some of the misconceptions you're seeing about the public's view of San Bernardino County?

A. People don't realize the depth and richness of economic opportunity the County of San Bernardino offers. This region has been overlooked despite its advantages. We have an opportunity now to change those perceptions by highlighting our competitive strengths.

Q. What are the differences in the challenges you face now versus those you had while working for the city of Ontario?

A. The county's economic development program is much larger and much more diverse than the City of Ontario. I'm responsible for a much larger organization that includes not just economic development, but housing development, work force development, redevelopment and the task of getting them to stride together.

The Board of Supervisors took an innovative step by organizing the departments within one Economic Development Agency. If we can get these four departments to work together as one, we will have an unmatched economic growth engine to support and enhance the economic development efforts of all 24 cities and unincorporated areas.

Q. How do you use "Opportunity, California" to separate people's views of the Inland Empire - with Riverside - and San Bernardino County?

A. We're still a region; we're still tied together. We have common ground where we can benefit from a regional approach.

However, we're twice the size of Riverside County. We're responsible for nearly \$100 billion of the Inland Empire's \$160 billion annual economy. If the Inland Empire were its own country, we would rank among the 50 largest economies in the world.

Our economies are also focused differently. We're crisscrossed by highways and railroads. We have three international airports, key train yards and trucking corridors. We have a distinguishing advantage with our international trade infrastructure.

Q. The Inland Empire, with the San Bernardino-Riverside-Ontario MSA, is a massive metropolitan area, yet it's seen by many as a suburb of Los Angeles. How can you ever change that perception with the 8,000 pound gorilla to the west?

A. Being tied to L.A. is not a bad thing. It's one of the largest metropolitan areas and strongest business cities in the United States. Are we ever going to completely separate from them? Absolutely not, and we would never want to. We're part of the larger Southern California economy.

Our point isn't to shove the gorilla out of the way. That gorilla is a friend. Our point is to establish our identity within the context of this huge and vital region. We have grown and matured to the point that we can do that. I don't see L.A. as something we have to overcome.

BUSINESS

WEDNESDAY'S CLOSE

Dow Jones ▲ 19.85 11,689.24
S&P 500 ▲ 0.25 1,336.59
Nasdaq ▲ 2.05 2,263.39

NYSE

AMEX ▲ 24.72 8,476.51
Bonds ▲ 9.51 1,917.56
Oil ▲ 0.03 4.74
▲ 1.95 62.96

SBSUN.COM

■ Housing market news
■ Podcasts
■ Stock quote search
■ The Steinberg Report

BE THE SUN THURSDAY SEPTEMBER 28, 2006

Business Editor: Jim Steinberg (909) 386-3925 business@sbsun.com

IN BRIEF

SB COUNTY

Workforce Investment Board adds to Web site

San Bernardino County Workforce Investment Board clients can now access disability services, programs and agencies available through the Employment Resource Centers.

In addition to disability services, the Workforce Investment Board's Web site offers links for education and training, local job opportunities, resume building, labor market information, business resources and senior and youth programs.

The San Bernardino County Workforce Investment Board is a policy-driven board comprised of private business representatives and public partners appointed by the county Board of Supervisors.

It was created to vitalize the local economy by developing the county's work force through partnerships with business, education and community-based organizations.

SECTION



FRIDAY
SEPTEMBER 29, 2006

THE PRESS-ENTERPRISE

BUSINESS

DOW 11,718.45	BONDS 30-yr. U.S. 4.75%
NASDAQ 2,270.02	DOLLAR in Yen 117.79
S&P 500 1,339.15	GOLD New York \$605.00
RV National -8.0% DAY: Holding American Greetings -8.8%	

Economic development director joins county

San Bernardino County added another person to its economic development team, the agency announced Thursday.

Karen Patel, a former bank president, was hired as head of the economic development department, which is charged with recruiting businesses to come to the county and to retain businesses already there.

Patel most recently was the head economic developer for a county in the Chicago area.

JOSH BROWN

BUSINESS

B6 THE SUN

Business Editor Jim Steinberg (909) 486-3925 business@sbsun.com

SATURDAY, SEPTEMBER 30, 2006

FRIDAY'S CLOSE

Dow Jones ▼ 39.38 11,679.07
S&P 500 ▼ 3.30 1,335.85
Nasdaq ▼ 11.59 2,258.43

NYSE

▼ 21.03 8,469.65

AMEX

▼ 10.06 1,906.86

Bonds

▲ 0.00 4.76

Oil

▲ 0.15 62.91

SBSUN.COM

■ Housing market news
■ Podcasts
■ Stock quote search
■ The Steinberg Report

SB COUNTY

Appointments made to work-force board

John Broholm, owner of John's Machine Shop, General Mechanics and Repair in Fontana, recently became a member of the San Bernardino County Workforce Investment Board. The Board of Supervisors also reappointed Pat Caffery for an additional two-year term.

Josie Gonzales, the 5th District supervisor, appointed Broholm as a representative of the private sector.

Caffery has been a member of the Workforce Investment Board since its formation in 1998. Vice chairman of the panel's Youth Council, he is general manager of La Quinta Inn Inc. in San Bernardino.

The workforce board is made up of private-business representatives and public partners appointed by the county supervisors to spur the county's economy by developing its work force.

GUEST COLUMN

Summit to address work force challenges

Paul Biane, Guest columnist

Article Launched: 10/08/2006 12:00:00 AM PDT

It's no secret that the need to foster highly educated and trained workers in this region has never been more acute.

San Bernardino County is growing and changing at a rapid pace. The housing market continues to mature and shift toward the high end; this combination of factors is drawing new companies, industries and jobs.

This sunny, positive horizon hails a new challenge where to find enough workers with the education and training to support our growing role in the global economy.

If this issue is left unaddressed, the Inland Empire could face a crisis that would undercut the potential of its economy. Some employers already have difficulty finding workers with the right skills to fill the well-paying jobs they offer. Experts see the problem getting worse in the near future.

If this continues, the advantages employers gain by coming to San Bernardino County could sink beneath a critical negative work force unprepared to compete on a global scale. The region could lose promising industries and the jobs and positive economic impact they bring will leave with them.

This gap between the skills required by innovative companies and those of our job seekers must be bridged to ensure our regional economy will continue to be strong.

As community and economic development leaders, we have a responsibility to project into the future and find solutions to the looming skills gap in order to maintain and grow our economic base. It's a task shared by many entities, including the education community, county and city economic development leaders, elected officials and the Workforce Investment Board of San Bernardino County.

The Workforce Investment Board is taking a leadership role along with organizations such as the San Bernardino County Economic Development Agency and the education community in both San Bernardino and Riverside Counties. To that end, the Workforce Investment Board will convene a summit on Friday to create a common vision for employment training and economic development for the area's future.

The free summit "Creating 2020 Vision" will trace the coming path of our economy and work force challenges with the help of renowned futurist Rohit Talwar. The summit meeting will also include small group discussions with a facilitator to produce action items and goals to prepare the region for its potential.

These facilitated conversations will assist in creating a unified vision to provide solutions for our economic needs 20 years from now. This is imperative to ensure that the region's economy stays strong.

"Creating 2020 Vision" will be held from 8:30 a.m. to 1:30 p.m. on Friday, Oct. 13, in the Wong Kerlee International Conference Room at Loma Linda University. The hosted event is by invitation only, but if you are in the fields of education, economic development or work force development in the Inland Empire and would like more information, please call (909) 387-9859.

There is a critical need to plan and prepare as we move rapidly toward our future. I see no better way to start the conversation than by a regional summit that includes the parties that can do the most to create a positive economic impact in the Inland Empire.

Supervisor Paul Biane is vice chairman of the San Bernardino County Board of Supervisors and represents the 2nd District, which includes Rancho Cucamonga, Upland and most of Fontana.

The Colton Courier *Weekly*

Serving Colton, Grand Terrace & San Bernardino

Inland Empire Community Newspapers, a Division of CCR Publishing Co., Inc.

October 12, 2006 - October 19, 2006 Volume 134 - Number 023

www.IECN.com

Workforce Investment Board adds services

Clients can now access disability resources on the Workforce Investment Network's web site at www.csb-win.org.

The web site includes helpful links for employers and information on disability services, programs and agencies that are avail-

able through the Employment Resource Centers.

The Workforce Investment Network was created to better serve the residents of San Bernardino County. In addition to disability services, the web site offers links for education and training, local job opportunities,

New members for county workforce board

The San Bernardino County Workforce Investment Board, a business-focused advisory group that seeks to strengthen the economy and build a skilled workforce, welcomes new board member John Broholm. The Board of Supervisors also reappointed Pat Caffery for an additional two-year term.

The Workforce Investment Board supports economic development by taking a leading role in efforts to develop a globally competitive workforce and meet the needs of San Bernardino County's growing industries.

Members of the Workforce Investment Board are appointed by the County Board of Supervisors. Fifth District Supervisor Josie Gonzales appointed Broholm to the San Bernardino County Workforce Investment Board as a representative of the private sector. Broholm owns John's Machine Shop, General Mechanics and Repair, in Fontana.

"The Workforce Investment Board plays an important role to aid our Economic Development Agency's efforts to attract quality jobs and key industries to San Bernardino County," said Supervisor Gonzales. "John Broholm's appointment, and Pat Caffery's reappointment to the board reaffirms our commitment to improving the quality of life and economic opportunity for our residents."

Supervisor Gonzales also reappointed Caffery, who has been a member of the San Bernardino County Workforce Investment Board since its formation in 1998. Caffery serves as vice chairman for the Workforce Investment Board's Youth Council. He is the general manager for La Quinta Inn, Inc. in San Bernardino. Under his management, has been one of the top producing inns of the chain. More than half of his employees have been with La Quinta Inn, Inc. for more than 15 years.

Caffery is a former vice-chairman and chairman of the Private Industry Council for the Workforce Investment Board, in addition to participating in 14 other local civic and community organizations.

"The San Bernardino County

Workforce Investment Board thrives on the contribution from the private sector to develop initiatives that strengthen our workforce," said Barbara Halsey, executive director of the San Bernardino County Workforce Investment Board.

The
Colton Courier
Weekly
Serving Colton, Grand Terrace & San Bernardino

Inland Empire Community Newspapers, a Division of CCRP Publishing Co., Inc.
October 12, 2006 - October 19, 2006 Volume 134 - Number 023
www.IECN.com

The Colton Courier *Weekly*

Serving Colton, Grand Terrace & San Bernardino

Inland Empire Community Newspapers, a Division of CCRP Publishing Co., Inc.

October 12, 2006 - October 19, 2006 Volume 134 - Number 023

www.IECN.com

Inland Empire Community Newspapers • October 12, 2006 • Page A5

Smith and Clements enabled provision of personnel to assist with remediation, recognized by US Dept. of Forestry

Two members of the county workforce development team received certificates of appreciation from the U.S. Department of Forestry for their extraordinary contributions in the restoration of damaged land from the great fires and floods of 2003.

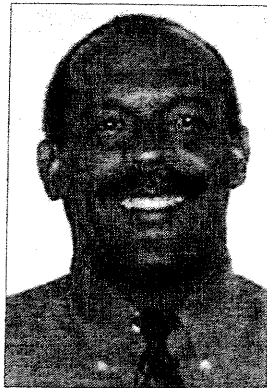
H.B. Smith and Wendy Clements worked respectively as project manager and coordinator on the National Emergency Grant. The program was created and funded by the San Bernardino County Workforce Investment Board, a public-private agency that is charged with developing a skilled workforce that meets the demand of business.

Smith and Clements, both

County employees within the Economic Development Agency, went above and beyond their call of duty by resolving issues with participants, transportation, site safety and workers' compensation.

"We are proud of the efforts made by H.B. and Wendy to the project," said Barbara Halsey, director of the San Bernardino County Workforce Investment Board. "As a result of their contribution, the Workforce Investment Board was able to provide personnel to assist with remediation of the burned areas. Many of those individuals were provided with job training services to improve their chance of employment."

The \$3.4 million National



H.B. Smith
Project Manager National
Emergency Grant

Emergency Grant provided training and jobs for individuals displaced by the natural disaster. The board hired nearly 200 temporary workers to help with demolition cleaning and repair of damaged structures and devastated land. The workers were dispersed between the San Bernardino County Fire Department, San Bernardino County Public Works, USDA Forest Services, and others.

Individuals that participated in the job training portion of the program were eligible to receive up to \$5,000 worth of training in an area of their choice. The grant also helped fund screening and selections, equipment, uniforms and transportation of the workers to and from the job site.

The Workforce Investment Board supports economic development by taking a leading role in efforts to develop a globally competitive workforce and meet the needs of San Bernardino

County's growing industries.

The San Bernardino County Workforce Investment Board is a policy-driven board comprised of private business representatives and public partners appointed by the County Board of Supervisors. It strives to create a strong, vibrant economy by developing the county's workforce through partnerships with business, education and community-based organizations.







The Workforce Investment Board through the County's Economic Development Agency and Workforce Development Department operates the county's Employment Resource Centers and Business Resource Centers.

The ERC provides individuals with job training, placement and the tools to strengthen their skills to achieve a higher quality of life. The BRC supports and provides services to the county's businesses, including employee recruitment.

THE PRESS-ENTERPRISE

BUSINESS

SECTION
E
THURSDAY
OCTOBER 12, 2006

 DOW 11,892.13	 BONDS 30-YR U.S. 4.91%
 NASDAQ 2,308.27	 DOLLAR in Yen 119.69
 S&P 500 1,349.95	 GOLD New York \$572.30
GOOD Jacuzzi DAY: Brands BAD Legg DAY: Mason	

Summit's focus is teaching

BY JOSH BROWN
THE PRESS-ENTERPRISE

San Bernardino and Riverside county officials and other community and business leaders will meet this week to discuss ways to prepare the area for economic growth over the next decade.

The central theme of the summit: preparing the region's schools to teach skills that companies in the area demand.

Kathy Fortner, assistant director of the Riverside County Workforce Development Center, told journalists in a conference call Wednesday that leaders in the area need to work and plan for the future together.

"That's the only way we can address this rapid change," Fortner said.

The officials will meet Friday with business consultant and futurist Rohit Talwar to brainstorm development strategies.

Talwar said in the conference call officials here need to make sure the schools are providing students with good training in math and physics.

"Part of this process is about giving future generations options," Talwar said. "We really need to just think about what happened in the last 20 years to see what kind of change can happen in such a short time."

Talwar also said it was important to bring educators in contact with businesses so they understand exactly what they're preparing their students to do.

Officials have invited about 100 people to the summit.

Barbara Halsey, director of the San Bernardino County Workforce Investment Board, said officials hope to engage the community leaders Friday and help convince them to step up their planning for the future.

Summit will look into future

I.E. work-force investment boards spearhead forum

Jim Steinberg, Business Editor
San Bernardino County Sun

Article Launched: 10/12/2006 12:00:00 AM PDT

On Friday, some 100 educators, business development professionals and business leaders will begin charting a path to meet the economy of tomorrow.

Although the future could veer off in countless directions, some basic components are likely to be present, said British futurist Rohit Talwar.

Talwar will speak to the group to launch The 2020 Vision Summit, which is spearheaded by the work-force investment boards of San Bernardino and Riverside counties.

In a telephone interview Wednesday, Talwar said that the economy of 2020 will certainly be dominated by computers, nano-science, advances in biotechnology and aerospace.

Developing a plan to provide a work force to meet demands of this future economy will be the ultimate challenge of this group.

Friday's invitation-only brainstorming session will be followed by another meeting in the spring to nail down action plans, said Barbara Halsey, executive director of the San Bernardino County Workforce Investment Board.

Talwar said it is important "to break away from what is happening now and take a look at what will happen in the coming decades.

"There isn't just one future. We can't plot it on a straight line as a number of forces will come into play. ... We have to give ourselves permission to think of several possible scenarios," he said.

The future education system must provide the coming generation of students with the tools necessary to survive this future economy - one that might require them to change careers four or five times, Talwar said.

Mike Gallo, president of San Bernardino-based Kelly Space and Technology, said sessions like the one planned for Friday are good because they build relationships with organizations that have generally "kept to themselves."

With the dialogue among educators, business developers and business leaders, better answers will evolve for the complex problem of meeting demands for future training, he said.

San Bernardino County Supervisor Paul Biane said that in contrast to the past, "we are now seeing the import of intellectual jobs into the region."

State employment numbers show jobs for engineers and other professionals are growing dramatically in the region.

The next generation of college graduates will have "an even better opportunity and a greater diversity of industries to choose from," Biane said.

FRIDAY'S CLOSE

Dow Jones	▲ 12.81	11,960.51
S&P 500	▲ 2.79	1,365.62
Nasdaq	▲ 11.11	2,357.29

NYSE	▲ 18.64	8,645.50
AMEX	▲ 22.95	1,902.87
Bonds	▲ 0.02	4.93
Oil	▲ 0.82	58.68

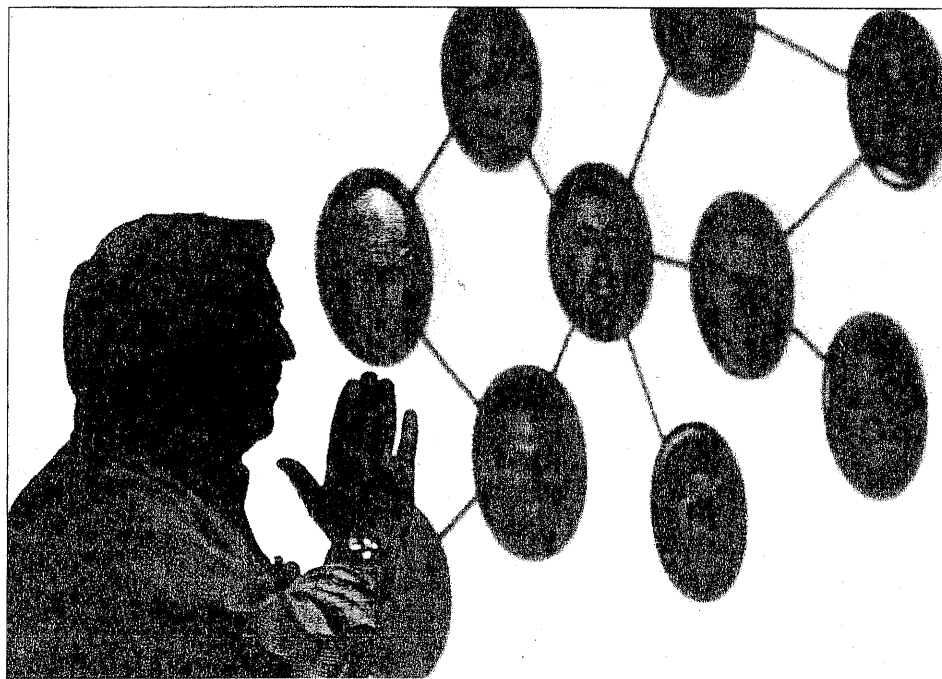
SBSUN.COM

■ Housing market news
■ Podcasts
■ Stock quote search
■ The Steinberg Report

SATURDAY, OCTOBER 14, 2006

Business Editor: Jim Steinberg (909) 386-3978 business@sbsun.com

Step back into future



Gabriel Acosta/Staff Photographer

London-based futurist Rohit Talwar talks about looking into the future to San Bernardino and Riverside county officials and educators at the 2020 Vision Summit at Loma Linda University on Friday.

SB, Riverside county officials seek 2020 vision

By Jim Steinberg
Business Editor

LOMA LINDA — It was about breaking down barriers, building trust and stepping back to look at the future.

About 100 economic development officials and educators from San Bernardino and Riverside counties met Friday at Loma Linda University to brainstorm about the future economy and how this region can prepare for it.

"Creating 2020 Vision" is an ambitious plan develop goals and build alliances.

Barbara Halsey, executive director of the San Bernardino County Workforce Investment Board, said the two counties are able to have this kind of dialogue because their recent economic successes have tempered competitive attitudes and opened the way for regional cooperation in looking toward the future.

Both the San Bernardino and Riverside county workforce investment boards were prime organizers of the event.

Before the brainstorming session, London-based futurist Rohit Talwar told the group that it is important to "give yourself permission" to step back from daily demands.

"We are so busy in the present, we have no view of where we are going," Talwar said.

In an interview, Talwar said nations like China, Japan and India excel in long-range planning while the "fast-paced" United States does very little of it.

Talwar said leaders of the two counties should work up several scenarios of what the future economy might hold.

Clearly, computers, software development, nanotechnology and biomedicine will be large parts of 2020's economy, he said.

County leaders should find out the key associations in the technology area they want to recruit and go after their annual meetings.

"Go after the scientists and the jobs, and money will follow," he said.

He said the field of environmental remediation might be a specialty this region would want to pursue.

As the education system looks to prepare students for the world of 2020 and beyond, they will need skills in:

- Continuous adaptation.
- Technology mastery.
- Problem solving.
- Managing choices.
- Handling complexity.

In the world of tomorrow, people are likely to have four or five different careers, so they will also need strong skills in how to learn, he said.

The Indian software company Infosys is organized to constantly reinvent itself.

"No one goes into the company expecting to keep the same job for more than a year," Talwar said.

After hearing Talwar's presentation, conference attendees broke into smaller brainstorming groups.

One suggestion was to create an action group to look at developing industries.

"Don't just create a group without cutting three or four existing ones," Talwar said.

Mike Gallo, a past chairman of the San Bernardino County Workforce Investment Board, said, "This is part of the new 3Rs in education — rigors, relevance and relationships.

"That is what we are doing here, building relationships," said Gallo, who is president of San Bernardino-based Kelly Space & Technology.

A follow-up, action-oriented meeting of "Creating 2020 Vision" will be held in spring. Until then, small groups will be meeting to set the foundation for that meeting.

BUSINESS

DOW ↑12.81 11,980.51	BONDS 30-yr. U.S. 4.85% ↑0.02
NASDAQ ↑111 2,357.29	DOLLAR ↓0.02 119.63
S&P 500 ↑27.9 1,365.62	GOLD New York \$388.90 ↑12.50
GOOD National 18.34% DAY: Lampton	BAD MSC -13.12% DAY: Software

Focus shifted to big picture

DEVELOPMENT: Business leaders are urged to find a "common vision" as they look into the future.

BY JOSH BROWN
THE PRESS-ENTERPRISE

A group of government officials and business leaders gathered Friday in what they want to be the first of many meetings aimed at getting Inland Southern California ready for future business development.

At the 2020 Vision Summit, sponsored by San Bernardino and Riverside county work force development agencies, about 110 community leaders assembled to map out ways to grow.

The group also hired Rohit Talwar, chief executive of a London-based business consulting firm, to talk about the direction of the global economy and facilitate a brainstorming session.

But the hard part, officials said, is to turn the broad visions discussed Friday into tangible goals.

Kathryn Fortner, assistant director of the Riverside County Economic Development Agency, said leaders in the region have similar goals but more often than not, they don't work together.

"Somehow, there needs to be common vision, a shared strategy for what we want the Inland Empire to look like 20 and 50 years down the road," Fortner said.

The challenge, she said, is getting businesses to help get those growth strategies off the ground.

Most of the business people
SEE SUMMIT/E3

SUMMIT: Inland officials to meet again in March

CONTINUED FROM E1

who attended the Friday meeting and lunch, which cost officials an estimated \$15,000, already are involved in work force development boards in their cities, Fortner said.

After this week's meeting, officials plan to gather again in March to continue the discussion and develop goals.

"That's the part that's the most challenging — having consistent meetings of leaders," said Barbara Halsey, executive director of San Bernardino County's Workforce Investment Board.

Some of the goals, Fortner said, would be education-relat-

ed, such as getting schools in the area to more heavily focus on skills such as math and science that local businesses desire. Other goals would focus on small-business development and getting new businesses off the ground.

"We need to make sure we have enough venture capital in the area to support our young entrepreneurs," Fortner said.

In an interview, Talwar said local officials rarely step back and look at the future to develop broad goals.

"The problem is that you've got people focusing on the short term and not seeing the bigger picture," he said.

Talwar said the region's reputation as a budding logistics hub may not serve its long-term interests. Transportation businesses bring pollution and lower-skilled jobs, he said.

Rather, he envisions the area becoming a haven for technology and engineering entrepreneurs feeding off local colleges and universities.

But for now, he said, local officials need to determine what kind of growth strategies aren't working and come up with new ones.

"This is still sort of previsioning," he said.

Reach Josh Brown at 909-806-3074 or jbrown@PE.com

DAILY PRESS

October 17, 2006

Qualified workers sought

Manufacturing companies and colleges working to alleviate shortage of skilled employees

By **TATIANA PROPHET**
Staff Writer

SAN BERNARDINO — Not all the manufacturing jobs have left the United States.

In San Bernardino County, manufacturing operations are alive and well and in dire need of skilled workers.

"Everyone assumes that what is true for the nation is true for San Bernardino County, and that's not always the case," said Barbara Halsey, director of the San Bernardino County Workforce Development department.

In fact, California is the No. 1 producer of manufactured goods in the United States, according to the board. In the county, manufacturing is a growing industry with a global demand for steel that is driving operations like California Steel in Fontana, which employs 800 to 900 people.

The county expects 13,900 new jobs to be added in the next six years, from 115,400 jobs to 129,300.

"We see the most increase in fabricated metal manufacturing and transportation equipment manufacturing," Halsey said.

The High Desert has its share of manufacturing operations, from AFG Glass to Cabo Yachts to General Atomics Aeronautical Systems.

The need for qualified workers is so great that several Inland Empire companies have banded together to form a manufacturers' council designed to facilitate training and retraining. Working with the Workforce Investment Board, these companies are offering training through Chaffey and other area junior colleges for an entry-level manufacturing certificate and, eventually, higher levels. Several companies are also training their workers on weekends.

Manufacturing is becoming more high-tech every year, and it's definitely not the factory job of the previous generation.

Some of the most-needed job

MANUFACTURING/A7

Manufacturing: Critical shortage of skilled workers

From **A1**

descriptions are for mechanics who can troubleshoot and repair processing equipment, Halsey said, as well as entry-level machine operators who have a background in computers in a manufacturing environment.

Robert Lovingood, president of Victorville staffing company ICR Inc., said most of the light industrial work in the High Desert is manufacturing. The shortage of skilled workers is critical in the High Desert, he said, especially because wages in the southern Inland Empire tempt workers away from this area.

"It's a highly competitive market, and we probably process 70 people to now produce 20

MANUFACTURING 101

The average income of a manufacturing worker in San Bernardino County is \$51,135, which exceeds the average household income in the county by \$9,069.

Several local manufacturers will pay for classes for its employees to enhance their skills and increase their wages.

The San Bernardino County Workforce Investment Board in conjunction with Chaffey and other area junior colleges has launched an Advanced Manufacturing Training initiative to tackle the shortage.

that are qualified," he said.

Tatiana Prophet may be reached at 951-6222 or at tprophet@vvdailypress.com.

BUSINESS

TUESDAY'S CLOSE

Dow Jones ▲ 10.97 12,127.86
S&P 500 ▲ 0.36 1,377.38
Nasdaq ▼ 10.72 2,344.84

NYSE

▲ 13.48 8,750.07

AMEX

▲ 8.85 1,955.18

Bonds

▼ 0.02 4.94

Oil

▲ 0.54 59.35

SBSUN.COM

■ Housing market news
■ Podcasts
■ Stock quote search
■ The Steinberg Report

B6 THE SUN

Business Editor Jim Steinberg (909) 386-3925 business@sbsun.com

WEDNESDAY OCTOBER 25, 2006

IN BRIEF

SB COUNTY

New member named to work-force board

Kimberly Young, special projects coordinator at Plott Family Care Centers, was recently appointed to the San Bernardino County Workforce Investment Board as a representative of the private sector. She was recommended by county Board of Supervisors Chairman Bill Postmus.

Two long-term board members have also been reappointed. Mike Gallo, president of San Bernardino-based Kelly Space and Technology Inc., was reappointed by 5th District Supervisor Josie Gonzales. She also reappointed Ray Gonzales, regional manager of public affairs for Southern California Edison.

The San Bernardino County Workforce Investment Board is comprised of private business representatives and public partners appointed by the Board of Supervisors. Its mission is to benefit the county's economy by developing its work force.